

**Idaho Travel Council
Spring 2012 Meeting, Sun Valley**

Wed 14 March 2012

River Run Lodge

8:00 a.m.	Call to Order Welcome and Introductions Approve Minutes	Frances Conklin, Chair
8:15 a.m.	Dept of Commerce Update	Jeff Sayer
8:45 a.m.	Budget Conference on Tourism RFPs: Gateway NW & Online Reservations	Karen Ballard
9:30 a.m.	Tourism Grant Updates Grant Summit Review Council Choice Awards	ReNea Nelson
10:15 a.m.	Break	
10:30 a.m.	Drake Cooper Update Winter Campaign Planning Data Mining & EMSI	Bill Drake Josh Mercaldo
Noon	Working Lunch Hotel Projects	Round House Lisa Horowitz Wood River Valley Econ. Dev. Director
2:00 p.m.	Sun Valley Marketing Alliance <ul style="list-style-type: none">• Visitor Center• Ride Sun Valley• PR efforts• Marketing Alliance	River Run Lodge Greg Randolph Arlene Schieven
3:00 p.m.	Air Service Initiatives and Minimum Revenue Guarantees	Carol Waller, Fly Sun Valley Alliance
3:30 pm	Break	
3:45 p.m.	Second Home Tax Collection Issue	Karen Ballard
4:15 pm	Merchandising with Tourism Logos	Josh Mercaldo
4:45 pm	Other Business & Chairperson Updates	Frances Conklin
5:00 pm	Adjourn for evening	Frances Conklin

**Idaho Travel Council
Spring 2012 Meeting, Sun Valley**

Thu 15 March 2011

Location Continental Room, Sun Valley Inn

Breakfast on your own, coffee in the meeting

9:00 a.m.	Film Department Updates	Peg Owens
9:30 a.m.	Defining Moment	Catrine McGegeor
10:00 a.m.	Sun Dance Film Festival History	Leigh Von Der Esch
10:30 a.m.	Sun Valley Story	David Butterfield
11:00 a.m.	Sun Valley Fest updates	Dana Plasse
11:30 a.m.	ICORT update	Bill Drake and Karen Ballard
11:45	Future Meetings and Closing Topics Adjourn meeting	Frances Conklin